

# campos inc

Your customers' voice: listen. learn. leverage.

January 2011

Dear Shelley,

Happy New Year! Campos Inc kicks off 2011 with lots of exciting developments in the works that we'll be sharing with you over the coming months, designed to deliver the best client experience possible for you.

Getting off to a great start, we've added several terrific new people to the Campos Inc team, enabling us to offer you more of our signature personal touch service that will allow us to continue to meet your business needs. [Click here](#) to meet our new faces and read about well-deserved promotions for some you already know very well. We're looking forward to partnering with you this year.

## SPOTLIGHT: What can a branded online community do for you?

The ease and eagerness with which people interact online today presents a timely business opportunity for you. Invite your customers, employees and other stakeholders into a branded online community where you can engage them in real-time discussions centered on your products, services and brand. Listen to what they're saying. Learn from their insights. Then leverage this information in making smarter decisions for your business and your brand.

[Click here](#) to learn more about how to make a branded online community work for you.

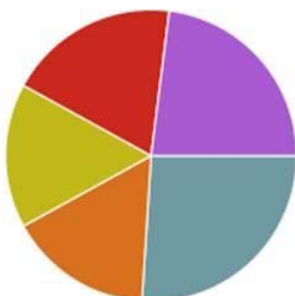
VOICE of the Region, Campos Inc's branded online community of tri-state area residents, captures the local read on regional and national topics of interest through opinions shared in polls, surveys and open forums. Community member insights are shared with greater Pittsburgh media, organizations and leadership, and, we think, help to make a difference in our region.



Learn more about VOICE of the Region [HERE](#).

## What's New on VOICE of the Region

How do you feel about Governor-elect Tom Corbett and his administration holding office for the next four years?



25.71% Very optimistic  
 16.19% Somewhat optimistic  
 16.19% Neutral  
 19.05% Somewhat pessimistic  
 22.86% Very pessimistic

## What's New

Campos Inc welcomes our newest clients:

[HVHC Eye Care Centers of America, Inc.](#)

[American Woodmark Corporation](#)

[Pittsburgh Council on Higher Education](#)

[Litigation Group](#)

## Out & About

1/13 Yvonne Campos is attending Allegheny Conference/Pittsburgh WED's [Water Matters!](#) and WQED/Goodwill's Community Cinema feature, "[For Once in My Life](#)"

1/24 Amy Dubin & Yvonne Campos are attending the Pittsburgh Business Times's [Book of Lists Reception](#)

## Worth A Read



### [Leaving Our Comfort Zone: 21st Century Market Research](#)

This Communispace paper articulates how "advances in social media, the empowerment of everyday consumers and the need for more actionable insights" are creating the need for tradeoffs in the way we do research.

Here at Campos Inc, we've been seeing this shift in the market research industry coming for some time, and think this paper is worth a read.



Newsletter feedback? Suggestions? Things you'd like to learn more about? Tell us [HERE](#)



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**FOR IMMEDIATE RELEASE**

January 4, 2011

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**CAMPOS INC ANNOUNCES NEW HIRES, PROMOTIONS**

*Leading marketing research company poised for growth with new hires, promotions*

**Pittsburgh – 1/4/2011** - Campos Inc, celebrating its 25th year in business in downtown Pittsburgh, announced several new hires and internal staff promotions today. The company welcomes Perri Stern, EdD, as Vice President of Research Services-Qualitative. In addition, Catherine Middlebrooks has joined the company as Senior Research Manager, Shelley Shaw has been named Marketing, Social Media and Community Manager, and BreAnn Decesere is new to the Campos Inc team as Assistant Project Manager for Field and Fulfillment and Online Marketing Associate. Campos Inc has also promoted several of its staff: Barb Theobald is now Executive Vice President of Research Services-Quantitative, Amy Dubin is named Executive Vice President of Client Strategic Services, Marketing and Administration, and Russell Stammer has been promoted to Senior Research Manager. In addition, Alissa Weiland Law re-joins Campos Inc as Project Manager for Field, Fulfillment and Facility.

**About Campos Inc**

Campos Inc is a full-service market research strategy firm specializing in providing deep insight into the Real Experience of the Customer through our business and marketing consultation, market research and branded online communities. We offer full service qualitative and quantitative research incorporating research design, recruitment, project management, moderating, data collection, analysis, and recommendations. We specialize in conducting consumer, B2B and employee research. Our downtown Pittsburgh facility features two focus group suites with full amenities.

We are certified as a minority business enterprise by the WPMSDC, as a minority and woman business enterprise in the Commonwealth of Pennsylvania, and as a woman-owned business enterprise by WBENC.

Your customer's voice: Listen. Learn. Leverage.

###

## **BRANDED ONLINE COMMUNITIES: GET REAL-TIME INSIGHTS FROM YOUR CUSTOMERS, EMPLOYEES AND OTHER STAKEHOLDERS**

### **WHAT IS AN ONLINE COMMUNITY?**

- An online community is a tool that is used to gauge and track the attitudes of your customers, employees and other stakeholders in a real-time social environment

### **WHY HAVE A BRANDED ONLINE COMMUNITY?**

- To stay ahead of the game
  - Stakeholder attitudes evolve almost daily
  - Surveys take a snapshot
  - Purchase data looks into past
- To create stakeholder loyalty
  - Ongoing dialogue
  - Capture real-time insights
  - Provide stakeholders a platform to share opinions and interact with one another via polls, forums and other tools of engagement
- To build extensive profiles about member demographics, preferences and ideals

### **HOW DOES IT WORK?**

- Campos Inc...
  - Creates a custom, branded online community for your brand
  - Invites your customers, employees and/or other stakeholders to join the exclusive online community to share opinions about products, services, concept testing, marketing initiatives, promotions, etc.
  - Develops and posts surveys, polls, videos, and conducts other activities
  - Initiates forums and chats to create social interactions and foster a sense of community around your brand
  - Utilizes our 3-question interactive poll “widget” that is both fun for the user and allows you to collect user profile data
  - Provides client access for viewing, analyzing and exporting data using our user-friendly and secure online interface

### **Getting Started:**

Contact Amy Dubin, at 412-471-8484, extension 512, or [adubin@campos.com](mailto:adubin@campos.com) to discuss your needs.

**CAMPOS INC'S BRANDED ONLINE COMMUNITY: VOICE OF THE REGION**



VOICE of the Region is a unique online community of several thousand Southwestern Pennsylvania residents who join to participate in polls, surveys, forums, and other activities, and offer their opinions and insights on local, regional, and national topics of interest.

Their feedback on subjects ranging from education, economic development, current affairs and culture helps to influence planning and decision-making in the Pittsburgh area.

Members can also register to qualify and be compensated for participation in focus groups conducted by Campos Inc.

The web-based opinion panel community was developed by Campos Inc in conjunction with Pittsburgh-based CivicScience, a tech firm that creates proprietary software applications, web portals, and social media polling tools that capture and digitize consumer opinion, creating real-time insights for businesses, non-profits, and civic leaders.

All response data, including member demographic and profile characteristics are available through analysis tools and reports via secure administrative log-in to voiceoftheregion.com.

**BRANDED COMMUNITY SITE:**

The screenshot shows the homepage of the VOICE OF THE REGION website. At the top, there is a purple navigation bar with the logo on the left, a 'Login' button, and input fields for 'Username or E-mail' and a password field with a 'Submit' button. The main content area is white with a purple border. On the left, there is a large 'VOICE OF THE REGION' logo. To its right, a welcome message reads: 'Welcome to the VOICE of the Region community. Step 1: Quickly create your account or use Facebook Connect. Step 2: Vote on daily polls and surveys, and see how others responded. Step 3: Connect and chat with others in the forum. Participation is a sure way to be heard and a great way to make a difference in the Southwestern Pennsylvania region. Tell us what you think, Pittsburgh!' Below this is a privacy notice: 'Our site is secure and your privacy and identity are always protected. Your email is never sold or shared, nor is it used to send solicitations to you. Questions? Email us at info@voiceoftheregion.com' and a sponsorship note: 'The VOICE of the Region community is sponsored by Campos Inc, a leading market research strategy firm based in Pittsburgh PA. It is not affiliated with any political party, association or organization.' On the right side, there is a 'Connect via Facebook' button with a Facebook icon. Below that is a 'Create a New Account' section with input fields for 'Username', 'Email', 'Password', and 'Date of Birth' (with dropdown menus). At the bottom of this section is a checkbox for 'I agree to the Terms & Conditions.' and a 'Create Account' button.

**INSIDE THE COMMUNITY:  
MEMBER HOMEPAGE POPULATED WITH TOOLS OF ENGAGEMENT**

**VOICE OF THE REGION** Menu Home

Your Profile Logout Feedback Invite a Friend

**VOICE OF THE REGION** Thank you for being a member of the VOICE of the Region community. Your participation in these polls and surveys is not only a chance to voice your opinion, but also to see what other people in Southwestern PA think about topics that matter to all of us. Our community of area residents includes people in regional businesses, organizations and local government who are interested in what you have to say. Being a part of VOICE of the Region is a sure way to be heard and a great way to make a difference.

If you'd like to engage on a deeper level and become a member of one of our focus groups, you can click below to register. As a focus group participant, you are compensated for telling us how you think and feel about a given product, service, or idea during an in depth discussion.

To participate in Campos Inc Focus Groups [register here](#)

**Q3 Poll**  
Voice your opinion on important issues.  
[Vote](#)

**Inbox**

Topic	From	Type	Vote
This Week in Technology: 06/23/2010	VOICE of the Region	Survey	Vote
Will the Steelers extend Tomlin's contract?	VOICE of the Region	Q3	Vote
Summer TV: Are you watching?	VOICE of the Region	Q3	Vote
Are taxes on cigarettes, cigar & smokeless tobacco and natural gas extraction the answer to the budget shortfall?	VOICE of the Region	Survey	Vote
Should teachers receive pay bonuses based on student performance?	VOICE of the Region	Survey	Vote

**VOICE OF THE REGION** Menu Forum

Your Profile Logout Feedback Invite a Friend

**Forum** [+ Create Topic](#)

Topic	Sponsor	Last Comment	Comments
What type of area do you live in:	VOICE of the Region	Yesterday	1
What is your expected annual household income before taxes?	VOICE of the Region	Yesterday	1
Who is your primary health insurance provider?	VOICE of the Region	Yesterday	1
Have you changed your viewpoint about offshore drilling due to the BP oil spill?	VOICE of the Region	6-16-10	8
Suggest some survey topics for VOICE of the Region	VOICE of the Region	6-7-10	12
In your opinion, what's the most effective way for candidates to advertise?	PGHAD FED BallotBox	5-20-10	2
In your opinion, what would be the best use of the Mellon Arena acreage after the structure is demolished?	VOICE of the Region	1:06 pm	5
How do you feel about Marian Hossa finally winning the Cup?	VOICE of the Region	Yesterday	1
How do you feel about TV show polls in the VOR?	VOICE of the Region	Yesterday	1
How do you feel about the new Pittsburgh teachers' union deal's provisions for bonuses based on student performance?	VOICE of the Region	6-19-10	1

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Want to share your opinion? Be a part of VO!CE of the Region.

### **What is VO!CE of the Region?**

VO!CE of the Region is an online community of several thousand tri-state area residents who participate in polls, surveys and forums to offer their opinions and insights on local, regional, and national topics of interest.

### **Why should I join?**

Your participation in the polls and surveys within the VO!CE of the Region community is an opportunity to voice your opinion and to see what others in the area think about topics that matter to all of us. VO!CE of the Region members include people from regional businesses, organizations and local government who are interested in what you have to say.

### **How do I join?**

Go to

**[www.voiceoftheregion.com](http://www.voiceoftheregion.com)**

and create a username and password

VO!CE of the Region is fun, free, a sure way to be heard  
and a great way to make a difference.

The VO!CE of the Region site is secure, and your privacy and identity are always protected.  
Your email is never sold or shared, nor is it used to send solicitations to you.

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 Like VO!CE of the Region on Facebook

 Follow VO!CE of the Region on Twitter